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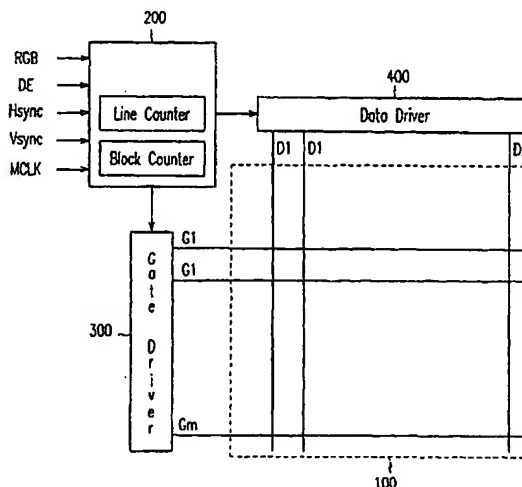
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(54) Title: **LIQUID CRYSTAL DISPLAY AND DRIVING METHOD THEREOF**



(57) Abstract: An LCD groups pixels in each row into a plurality of blocks, and calculates difference in gray between every two image data applied to a pair of adjacent odd and even pixels in each block including pixels in a row for each of first to third colors. It is determined that a block is first or second dot block depending on a sign of the gray difference when a magnitude of the gray difference between the odd pixel and the even pixel in each pair in the block for at least one color is equal to or larger than a critical value. A current block in a current row and in columns is determined to be a one-dot block when the current block is the first dot block and a previous block in a previous row and in the columns is the second dot block. When the number of the one-dot blocks is a predetermined percentage of the number of the total blocks, it is determined that a one-dot pattern is generated and one-dot inversion of the LCD is changed into another inversion. In this way, a pattern generating flicker is determined and the inversion type is changed for reducing the flicker.